



# The Americas Update

January 2005

## **Business Opportunities**

### **Argentina**

**Industry:** Energy & Mining

**Sector:** Mining Exploration

The Provincial Institute for Mining Exploration and Production (IPEEM) of the Province of San Juan will issue several requests for proposals to award concession of the six areas of mineral reserves in the Province. Interested parties will be able to visit and review the geological information of areas where there have been traces of copper, gold, and silver deposits. For more information, visit the [website](#)

### **Brazil**

**Industry:** Security & Safety

**Sector:** Electronic Security Equipment

The Brazilian market for electronic security equipment is estimated at US \$920 million and offers excellent opportunities for U.S. companies. Best prospects include: access control equipment; CCTVs; home security equipment; alarm systems; GPS-based fleet monitoring technology; drug and explosive detectors, and fire prevention and detection equipment. For more information about the electronic security equipment sector in Brazil and how U.S. manufacturers can be successful, please visit [ISA 1/10/2005](#)

### **Brazil**

**Industry:** Information & Communication

**Sector:** Software

Brazilian software exports should generate 1.1 billion reais (US\$ 404 million) in revenue in 2004, up from 270 million reais in 2001. The Brazilian government aims to grow software exports fivefold in the next three years to reach 5.4 billion reais (US\$ 1.5 billion) in 2007, thereby approaching the level of revenue generated by countries like China and India. The market for software represents one the best opportunities for US clients. Industry experts predict that from the total imports, almost 70% is originated in the US. The role of the US as the primary source of software for Brazil paves the way for US suppliers to

introduce new products into this market. For more information, visit [the market research report 1/14/2005](#)

### **Brazil**

**Industry:** Energy & Mining

**Sector:** Mining Equipment /Services & Engineering

Strong copper and gold prices are spurring major investment activity in Brazil's mining industry. A variety of planned projects provide US mining equipment and technical service/ engineering firms with excellent export opportunities. It is estimated that US \$278 million will be spent on mining equipment and services for new copper and gold projects in Brazil over the next 3 years. To find out more information on this project, please visit the [market research report \(1/21/2005\)](#).

### **Canada**

**Industry:** Apparel & Textiles

**Sector:** Textile furnishings (carpets, rugs, curtains & linens)

The residential construction boom over the last few years should have a positive impact on textile furnishing sales over the next three or four years. According to industry experts, the projected annual growth rate for the market for 2004-2006 period should reach 3-5 % per year. For more information, [click here](#).

### **Canada**

**Industry:** Industrial Technology

**Sector:** Heating, Ventilation, and Air Conditioning (HVAC)

The Canadian heating, ventilation, and air conditioning (HVAC) industry has grown significantly since the 1990s. Despite the slight drop of import market share in recent years, the United States continues to dominate Canada's import market for HVAC equipment and accounts for 70% of Canada's total imports for this industry. Canada's hardware and home improvement retail sector is valued at US \$25.1 billion and growing at a 7% annual compounded growth rate. For more information about this market, please visit [IMA 1/12/2005](#).

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## Colombia

**Industry:** Information & Communication

**Sector:** Computers/ Peripherals

There are very positive signs that the Colombian economy is recovering from the major recession it experience from 1999 to 2002. With the largest population in the Andean Community and expected GDP growth of 4.1%, the computer/ peripheral sector is starting to flourish. In 2003, local wholesalers and distributors estimate the market at over US \$975 million. The current market holds 4.3 million PCs, with a penetration level of 9.3%. For more information, visit [ISA 12/09/2004](#)

## Mexico

**Industry:** Construction, Building, Heavy

**Equipment; Consumer Goods & Home**

**Furnishings; Information & Communication**

**Sectors:** Air Conditioning / Architectural Design/

**Furniture / Carpet / Software Technologies**

The Spanish hotel Chain, NH Hotels, one of the largest hotel-operators in Europe plans to invest over US \$45 million in Mexico during the next four years. The significance to US Exporters is represented by potential business opportunities, particularly in the areas of: air conditioning equipment for hotel and restaurant industries, architectural design services, environmental infrastructure business sector, furniture, carpet exporters and hotel new software technologies. For more information about this project, please [visit IMI 1/14/2005](#).

## Peru

**Industry:** Environmental Technologies

**Sectors:** Water & Sewage

The Commission for Private Investment Enforcement and Promotion (ProInversion) is calling private companies to participate in the concession process of Empresa Prestadora del Servicio de Agua Potable y Alcantarillado de Tumbes. This 30-year concession project is estimated at US \$ 62.0 million. The EMFAPA currently covers 68% of water service to the Tumbes Region and 32% of the sewage system, reporting US \$2.0 million in revenues. For more information, please visit the [website](#).

## Uruguay

**Industries:** Construction, Building & Heavy Equipment

**Sectors:** Architectural/Construction/Engineering Services; Building Products

The Minister of Transportation and Public Works designate, Victor Rossi, announced that he would analyze the possibility of constructing, by means of a public concession, a bridge between Argentina and Uruguay. Rossi claims that this project is possible because it can be undertaken by a private concession. For more information, [visit the website](#).

## Venezuela

**Industry:** Environmental Technologies

**Sector:** Garbage Disposal Equipment

In November 2004, Venezuela passed a new solid waste management law. The "Integral Solid Waste Management Plan" will develop technical standards for the production, collection, transportation, transfer, usage, treatment processing and final disposal of solid waste. It also is to promote the re-use or recycling of solid waste, financial cooperation, education in sanitation and environmental matters and is to furnish advice and recommendations related to solid waste management. US manufacturers of garbage disposal equipment as well as consultants should be to establish contacts or potential agents. Visit [IMI 1/21/2005](#) for more information.

## Trade Events

### The Bahamas

**Industry:** Franchising

**Agent/ Distributor and Franchise Expo**

The Bahamas Chamber of Commerce in conjunction with the US Embassy will co-sponsor a Business Development Seminar in Nassau on March 23<sup>rd</sup>, 2005 through March 24<sup>th</sup>, 2005. All franchise companies interested in the lucrative Bahamian market and companies looking for Bahamian agents/distributors for their products are invited to attend. There are many benefits gained when franchises are opened in the Bahamian market because they not only appeal to the local community, but over 4 million tourists who visit the islands each year. For more information regarding this seminar, please e-mail Anne Marie Bain at [BAINA@STATE.GOV](mailto:BAINA@STATE.GOV).

### Brazil

**\* Industries:** Health Technologies

**REATECH**

REATECH is the most comprehensive event aiming to establish an accurate outlook on suppliers of the Brazilian international rehabilitation market. The event also addresses the needs of people with physical,

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mobile and mental disabilities. It will be held April 14<sup>th</sup>-April 15<sup>th</sup> in São Paulo, Brazil. For more information, [visit the website](#).

**\* Industries: Defense Industry Equipment**

**Latin America Aero & Defense 2005 (LAAD 2005)**

LAAD will be held in Rio de Janeiro, Brazil from April 26<sup>th</sup>, 2005 through April 29<sup>th</sup>, 2005. LAAD 2005 is a vital marketing tool for all international aerospace and defense companies wishing to develop new business opportunities and/or to consolidate existing business relationships throughout Latin America. For more information, visit [www.reedexpo.com](http://www.reedexpo.com).

**Chile**

**\* Industry: Franchising**

**Expo Franquicias 2005**

The Expo Franquicias will take place in Santiago, Chile on April 27 and April 28, 2005. This trade show is organized by Franchising Advisors, and will feature 60 exhibitors, including local and international franchises from Chile, South America, North America and Europe. For more information, visit [click here](#).

**Mexico**

**\* Industry: Aerospace and Defense**

**AEROEXPO 2005**

This International Aviation trade Show and Convention will be held April 7 – 10, 2005 in Santa Fé, Mexico City. This event attracts over 8,000 business representatives from throughout Mexico and Latin America. The Latin American countries represent the second largest overseas market for American companies and event participants will have the opportunity to be exposed to the following projects: Mexico City International Airport T2 Terminal, a US \$17.5 million expansion and Defense Business Opportunities among others. For more information, please [click here](#).

**The United States**

**\* Industry: Communication**

**INFOCOMM 2005**

This International Buyer Program is the world's largest conference and exhibition for information communications and audiovisual professionals. The conference will take place June 4-10, 2005 with the trade show running June 8-10, 2005 in Las Vegas, Nevada. For more information, please [click here](#).

**\* Industry: Laboratory Equipment**

**Cable Clinical Lab Expo (AACC)**

Clinical Lab is a participant of the FY 2005 International program. The AACC event will be held on July 26, 2005 – July 28, 2005 in Orlando, Florida. The Clinical Lab Expo is the largest exposition in the world dedicated to in vitro diagnostic products for diagnosing disease and measuring health status. This year, nearly 600 companies will be in attendance to display their products and services. To learn more about the AACC, visit their [homepage](#).

**\* Industries: Oil & Gas**

**2005 Louisiana Gulf Coast Oil Exposition (LAGCOE)**

The LAGCO has been selected to be part of the FY 2006 International Buyer Program. This trade event will be held in Lafayette, Louisiana on October 25, 2005 through October 27, 2005. LAGCOE is the second largest oil and gas show in the USA. Over 450 equipment manufacturers and oilfield service companies will showcase their products and services to the petroleum industry. For more information, visit [www.lagcoe.com](http://www.lagcoe.com).

**Useful Websites**

**Business Culture Guides**

Choose from a list of countries to view an essential business culture guide. Each country's guide will provide you with what you need to know before your business travel abroad.

**InfoAmericas Tendencias**

InfoAmericas provides market research, competitive intelligence and strategic consulting services throughout Latin America. Through our offices in Brazil, Mexico, and Miami, InfoAmericas delivers on-the-ground research and intelligence capabilities.

**International Trade Statistical Yearbook**

The Statistics Division compiles statistics from many international sources and produces global updates, including the [Statistical Yearbook](#), [World Statistics Pocketbook](#) and yearbooks in specialized fields of statistics.

**Transparency International**

Transparency International, the only international non-governmental organization devoted to combating corruption, brings civil society, business, and governments together in a powerful global coalition.

## WebEx Conference(s), Mexico

Interested in selling your product and services to the largest industrial market in Latin America? One that imported over \$80 million in machinery and inputs in 2004? If so, the US Commercial Service's Marketing Manufacturers in Mexico program can help you succeed.

Go to [www.buyusa.gov/mexico/en/108.html](http://www.buyusa.gov/mexico/en/108.html) to register for WebEx Conference call briefings with US Embassy and Consulate officials and Mexican industry experts on subjects like:

**March 9, 2005: "Selling your Restaurant Equipment in Mexico"**

**March 15, 2005: "Selling your Machine Tools & Accessories in Mexico"**

**April 6, 2005: "Selling your Automation, Sensors and Controls in Mexico"**

**July 13, 2005: "Selling your Food Processing Machinery in Mexico"**

Also, contact the nearest [USEAC Office](#) to ask about setting up one-on-one appointments in Mexico with potential agents, representatives and distributors, receiving expert advice and support at important trade shows in Mexico, such as **Expomanufactura** and **Tecma**, and more.

Last year the US Commercial Service facilitated over \$23 billion in exports to Mexico for US companies. We hope to help you be part of an even bigger figure in 2005!

## National Manufacturing Week, Chicago

In 2004, Latin America and Canada bought \$200 billion of US goods!

Was your company part of the action?

At National Manufacturing Week in Chicago, Illinois on **March 7, 2005 through March 10, 2005**, the US Commercial Service and the National Association of Manufacturers will offer you one-on-one meetings with Foreign Commercial Service Officers from US

Embassies and Consulates in Latin America, Canada, and China. They are your representatives abroad and will help your company expand its international reach!

During the seminar, the US Commercial Service and the National Association Manufacturers will partner to offer US companies a Showtime program and export education seminars at the TPCC US Export Pavilion.

### *The Showtime Program*

The Showtime Program offers one-on-one meetings with the following:

- US Commercial Service Senior Commercial Officers from the Western Hemisphere (Monday through Wednesday)
- Specialists from the China Business Information Center (Monday through Thursday)
- The U.S. Export Pavilion Agencies

For more information, please contact Monica Toporkiewicz at [monica.toporkiewicz@mail.doc.gov](mailto:monica.toporkiewicz@mail.doc.gov) or 202-482-5205.

### *The Export Seminars*

Three export education seminars will be offered during the trade show:

- International Standards, Compliance and Trade Agreements – How do you benefit?  
(Wednesday, March 9<sup>th</sup>: 11:30 am to 12:30 pm)
- How to Access Export Financing for You and Your Buyer.  
(Thursday, March 10<sup>th</sup>: 8:30 am to 9:30 am)
- Export the Right Way  
(Thursday, March 10<sup>th</sup>: 9:30am to 10:30 am)

### *The US Export Pavilion*

The US Export Pavilion space will accommodate both the Pavilion exhibit structure and the tables for Showtime meetings.

The Export Pavilion exhibit will offer meetings with the following agencies:

- Foreign Trade Division of the US Census Bureau
- US Commercial Service, US Department of Commerce
- Export Import Bank (ExIm)
- Small Business Administration
- China and Middle East Business Information Centers

[Click here to Register Online for Your Meeting at National Manufacturing Week!](#)